

**Amendments to the Drawings:**

New Fig. 7 has been added.

Attachment: New Sheet

### **REMARKS/ARGUMENTS**

The non-final Office Action of March 15, 2011, has been reviewed and these remarks are responsive thereto. The Specification has been amended, and new Figure 7 has been added. Claims 1, 3, 7, 9, 11, 12, 27, and 30-41 remain pending in this application. Reconsideration and allowance of the instant application are respectfully requested.

#### ***Rejections Under 35 U.S.C. § 112, First Paragraph***

Claims 1, 3, 7, 9, 11, 12, 27, and 30-41 stand rejected under 35 U.S.C. § 112, first paragraph, as allegedly failing to comply with the written description requirement. Specifically, the Office Action states:

“In response to this action, the Applicant is required to point to the page and line of the specification which supports each of the limitations for each claim. Failure to carry out this requirement will result in holding the amendment non-responsive.” (Office Action, p. 3) (emphasis added).

Applicants submit that each pending claim 1, 3, 7, 9, 11, 12, 27, and 30-41 is described in the original specification and/or drawings in such a way as to reasonably convey to one skilled in the relevant art that the inventors had possession of the claimed invention. In accordance with the Examiner’s request, the sub-sections below identify at least some of the support within the specification and drawings for each of the pending claims. However, in making reference to various embodiments in the specification text and/or drawings to explain the claimed invention, Applicants do not intend to limit the claims to those embodiments; all references to the specification and drawings are illustrative unless otherwise explicitly stated. Applicants refer to the originally filed Specification dated February 14, 2001, (“Specification”) for the cited support.

#### **Independent Claim 1**

Independent claim 1 recites a computer-implemented method for displaying data associated with an electronic program guide. *See, e.g.*, Specification at p. 14, lines 12-19. The method includes displaying a plurality of programming content sliders, each slider having a draggable slide knob and two ends, wherein each of the plurality of sliders corresponds to a different aspect of programming content and wherein each of the plurality of sliders is associated with a different set of content-related characteristics of broadcast programs. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14,

lines 12-15; p. 15, lines 1-3; p. 15, lines 13-19; p. 16, line 20 to p. 17, line 8. The method further includes, for each of the plurality of programming content sliders, determining a currently set value of the slider based on a position of the slider's draggable slide knob in between the slider's ends. *See, e.g., id.* at FIG. 4; FIG. 6; p. 15, lines 6-7; p. 15, lines 9-12; p. 17, lines 3-4. The method further includes displaying electronic program guide data corresponding to the currently set values of the plurality of programming content sliders, the electronic program guide data comprising a set of one or more broadcast programs having characteristics that match the currently set values of the plurality of sliders. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-19; p. 15, lines 1-3; p. 15, lines 16-20; p. 16, lines 1-7; p. 17, lines 6-7. The method further includes receiving user input corresponding to a drag of the draggable slide knob of a first programming content slider to a new position in between the ends of the first programming content slider. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-19; p. 15, lines 1-3; p. 15, lines 13-15; p. 17, lines 6-7. The method further includes determining a changed value of the first programming content slider based on the new position of the draggable slider knob in between the first slider's ends. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-15; p. 15, lines 4-15; p. 17, lines 3-8. And the method further includes updating the displayed electronic program guide data to correspond to the changed value of the first programming content slider, the updated electronic program guide data comprising a second set of one or more broadcast programs having characteristics that match the changed value of the first programming content slider. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-19; p. 15, lines 1-3; p. 15, lines 13-20; p. 16, lines 1-7; p. 16, line 20 to p. 17, line 8.

### **Independent Claim 3**

Independent claim 3 recites a device for displaying data associated with an electronic program guide. *See, e.g.,* Specification at p. 10, line 11 to p. 11, line 13; FIG. 2; p. 14, lines 12-19. The device includes a display configured to display a plurality of programming content sliders, each slider having a draggable slide knob and two ends, wherein each of the plurality of sliders corresponds to a different aspect of programming content and wherein each of the plurality of sliders is associated with a different set of content-related characteristics of broadcast programs. *See, e.g., id.* at FIG. 2; FIG. 4; FIG. 6; p. 11, lines 7-9; p. 14, lines 12-15; p. 15, lines 1-3; p. 15, lines 13-20; p. 16, line 20 to p. 17, line 8. The device further includes wherein the display is further configured to display, for each of the plurality of programming content sliders, a

currently set value based on a position of the slider's draggable slide knob in between the slider's ends. *See, e.g., id.* at FIG. 4; FIG. 6; p. 15, lines 6-7; p. 15, lines 9-12; p. 17, lines 3-4. The device further includes wherein the display is further configured to present electronic program guide data corresponding to the currently set values of the plurality of programming content sliders, the electronic program guide data comprising a set of one or more broadcast programs having characteristics that match the currently set values displayed on the plurality of draggable slide knobs. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-19; p. 15, lines 1-3; p. 15, lines 16-20; p. 16, lines 1-7; p. 17, lines 6-7. The device further includes an input device configured to receive user input corresponding to a drag of the draggable slide knob of a first programming content slider to a new position in between the ends of the first programming content slider. *See, e.g., id.* at FIG. 2; FIG. 4; FIG. 6; p. 11, lines 4-7; p. 14, lines 12-19; p. 15, lines 1-3; p. 15, lines 13-15; p. 17, lines 6-7. The device further includes wherein the display is further configured to update the display of the first programming content slider by changing the displayed value of the first programming content slider based on the new position of the draggable slider knob in between the first slider's ends. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-15; p. 15, lines 4-15; p. 17, lines 3-8. The device further includes wherein the display is further configured to update the presentation of said electronic program guide data to correspond to the changed value of the first programming content slider, the updated electronic program guide data comprising a second set of one or more broadcast programs having characteristics that match the changed value of the first programming content slider. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-19; p. 15, lines 1-3; p. 15, lines 13-20; p. 16, lines 1-7; p. 16, line 20 to p. 17, line 8.

#### **Independent Claim 7**

Independent claim 7 recites a system for displaying data associated with an electronic program guide. *See, e.g.,* Specification at p. 8, line 18 to p. 9, line 5; p. 10, line 11 to p. 11, line 13; FIG. 2; p. 14, lines 12-19. The system includes means for displaying a plurality of programming content sliders, each slider having a draggable slide knob and two ends, wherein each of the plurality of sliders corresponds to a different aspect of programming content and wherein each of the plurality of sliders is associated with a different set of content-related characteristics of broadcast programs. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-15; p. 15, lines 1-3; p. 15, lines 13-20; p. 16, line 20 to p. 17, line 8. The system further includes means for determining, for each

of the plurality of programming content sliders, a currently set value of the slider based on a position of the slider's draggable slide knob in between the slider's ends. *See, e.g., id.* at FIG. 4; FIG. 6; p. 15, lines 6-7; p. 15, lines 9-10; p. 15, line 12; p. 17, lines 3-4. The system further includes means for displaying electronic program guide data corresponding to the currently set values of the plurality of programming content sliders, the electronic program guide data comprising a set of one or more broadcast programs having characteristics that match the currently set values of the plurality of sliders. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-19; p. 15, lines 1-3; p. 15, lines 16-20; p. 16, lines 1-7; p. 17, lines 6-7. The system further includes means for receiving user input corresponding to a drag of the draggable slide knob of a first programming content slider to a new position in between the ends of the first programming content slider. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-19; p. 15, lines 1-3; p. 15, lines 13-15; p. 17, lines 6-7. The system further includes means for determining a changed value of the first programming content slider based on the new position of the draggable slider knob in between the first slider's ends. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-15; p. 15, lines 4-15; p. 17, lines 3-8. And the system further includes means for updating the displayed electronic program guide data to correspond to the changed value of the first programming content slider, the updated electronic program guide data comprising a second set of one or more broadcast programs having characteristics that match the changed value of the first programming content slider. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-19; p. 15, lines 1-3; p. 15, lines 13-20; p. 16, lines 1-7; p. 16, line 20 to p. 17, line 8.

#### **Independent Claim 9**

Independent claim 9 recites a computer-readable medium having stored thereon a plurality of instructions for displaying data associated with an electronic program guide, said plurality of instructions when executed by a computer, cause said computer to perform a method. *See, e.g.,* Specification at p. 8, line 18 to p. 9, line 5; p. 10, line 11 to p. 11, line 13; FIG. 2; p. 14, lines 12-19. The method includes displaying a plurality of programming content sliders, each slider having a draggable slide knob and two ends, wherein each of the plurality of sliders corresponds to a different aspect of programming content and wherein each of the plurality of sliders is associated with a different set of content-related characteristics of broadcast programs. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-15; p. 15, lines 1-3; p. 15, lines 13-20; p. 16, line 20 to p. 17, line 8. The method further includes, for each of the plurality of programming content sliders, determining a

currently set value of the slider based on a position of the slider's draggable slide knob in between the slider's ends. *See, e.g., id.* at FIG. 4; FIG. 6; p. 15, lines 6-7; p. 15, lines 9-12; p. 17, lines 3-4. The method further includes displaying electronic program guide data corresponding to the currently set values of the plurality of programming content sliders, the electronic program guide data comprising a set of one or more broadcast programs having characteristics that match the currently set values of the plurality of sliders. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-19; p. 15, lines 1-3; p. 15, lines 16-20; p. 16, lines 1-7; p. 17, lines 6-7. The method further includes receiving user input corresponding to a drag of the draggable slide knob of a first programming content slider to a new position in between the ends of the first programming content slider. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-19; p. 15, lines 1-3; p. 15, lines 13-15; p. 17, lines 6-7. The method further includes determining a changed value of the first programming content slider based on the new position of the draggable slider knob in between the first slider's ends. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-15; p. 15, lines 4-15; p. 17, lines 3-8. And the method further includes updating the displayed electronic program guide data to correspond to the changed value of the first programming content slider, the updated electronic program guide data comprising a second set of one or more broadcast programs having characteristics that match the changed value of the first programming content slider. *See, e.g., id.* at FIG. 4; FIG. 6; p. 14, lines 12-19; p. 15, lines 1-3; p. 15, lines 13-20; p. 16, lines 1-7; p. 16, line 20 to p. 17, line 8.

#### **Dependent Claims 11 and 12**

Dependent claims 11 and 12 depend respectively from claims 1 and 3, and further recite display[ing] the draggable slide knobs of each of the plurality of programming content sliders concurrently with the electronic program guide data. *See, e.g.,* Specification at p. 3, lines 15-18, p. 15, lines 1-3.

#### **Dependent Claims 27 and 30**

Dependent claims 27 and 30 depend respectively from claims 1 and 3, and further recite wherein the electronic program guide data corresponds to television program listings. *See, e.g.,* Specification at p. 3, lines 15-18, p. 15, lines 1-3.

#### **Dependent Claims 31 and 36**

Dependent claims 31 and 36 depend respectively from claims 1 and 3, and further recite wherein at least one of the programming content sliders corresponds to a genre slider with a draggable genre slide knob. *See, e.g.*, Specification at p. 15, lines 13-19.

#### **Dependent Claims 32 and 37**

Dependent claims 32 and 37 depend respectively from claims 1 and 3, and further recite wherein one of the programming content sliders corresponds to one of an actor slider with a draggable actor slide knob, or a director slider with a draggable director slide knob. *See, e.g.*, Specification at p. 15, lines 13-19.

#### **Dependent Claims 33 and 38**

Dependent claims 33 and 38 depend respectively from claims 1 and 3, and further recite updat[ing] a display of a second programming content slider to modify the associated set of content-related characteristics for the second programming content slider based on the changed value of the first programming content slider. *See, e.g.*, Specification at p 12, lines 7-21, p. 14, lines 5-11, p. 15, lines 13-21.

#### **Dependent Claims 34 and 39**

Dependent claims 34 and 39 depend respectively from claims 33 and 38, and further recite wherein the first programming content slider corresponds to a genre slider, and wherein the second programming content slider corresponds to one of an actor slider or a director slider which is updated in response to the drag of the slide knob of the genre slider to display only actor values or director values that are associated with the changed value of the genre slider. *See, e.g.*, *See, e.g.*, Specification at p. 14, lines 5-11.

#### **Dependent Claims 35**

Dependent claim 35 depends from claim 1, and further recites displaying the currently set values of each of the plurality of draggable slide knobs directly on the corresponding draggable slide knob. *See, e.g.*, FIG. 4, Specification at p. 15, lines 4-12.

#### **Dependent Claims 40 and 41**

Dependent claims 40 and 41 depend respectively from claims 1 and 3, and further recite wherein the first programming content slider corresponds to a director slider with a draggable director slide knob, and wherein the director slider is associated with a set of names of directors of the broadcast programs displayed on the electronic program guide. *See, e.g.*, Specification at p. 15, lines 13-19.

### ***Drawing Objections***

The drawings are objected to under 37 C.F.R. §1.83(a) as allegedly not showing every feature of the invention specified in the claims. (Office Action, p. 6) Applicants have added new FIG. 7 to show the specific limitations recited in independent claim 1. As discussed below, independent claims 3, 7, and 9 recite similar limitations to those in claim 1. Additionally, the specification has been amended to include reference to new FIG. 7. Support for new FIG. 7 and the specification amendments can be found in at least the specification sections and drawings referenced above in the responses to the rejections under 35 U.S.C. § 112, first paragraph. No new matter has been added. Applicants request withdrawal of the drawing objections.

### ***Rejections Under 35 U.S.C. § 103***

Claims 1, 3, 7, 9, 11, 12, 27, and 30 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,870,015 (Kilgore), in view of U.S. Patent No. 6,172,674 (Etheredge). Claims 31, 35, and 36 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Kilgore, in view of Etheredge, and further in view of U.S. Patent No. 6,005,601 (Ohkura). Claims 32, 37, 40, and 41 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Kilgore, in view of Etheredge, and further in view of U.S. Patent No. 6,388,714 (Schein). Claims 33 and 38 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Kilgore, in view of Etheredge, and further in view of U.S. Patent No. 5,526,480 (Gibson). Claims 34 and 39 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Kilgore, in view of Etheredge, in view of Gibson, and further in view of Schein. Applicants traverse these rejections for at least the following reasons.

1. The Office Has Failed To Provide An Articulated Reason, Motivation, Or Analysis To Support The Purported Combination Of Kilgore And Etheredge



Preliminarily, Applicants submit that the Office has failed to explain why a person of ordinary skill in the art would combine Kilgore with Etheredge. As the Supreme Court has ruled, an analysis regarding the interrelated teachings of multiple patents, the effects of demands known to the design community or present in the marketplace, and the background knowledge possessed by a person having ordinary skill in the art should be made explicit in the record to determine whether there was an apparent reason to combine the known elements in the fashion claimed. *See KSR Int'l Co. v. Teleflex, Inc.*, 550 U.S. 398, 418 (2007) (emphasis added). Indeed, rejections on obviousness grounds cannot be sustained by mere conclusory statements—instead, there must be some articulated reasoning with some rational underpinning to support the legal conclusion of obviousness. *Id.* (citing *In re Kahn*, 441 F. 3d 977, 988 (Fed. Cir. 2006)).

Rather than providing an explicit analysis, however, the Office Action simply states, “It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Etheredge’s teaching with Kilgore’s method as an alternative example for implementing the invention.” (Office Action, p. 8) Thus, the Office provides no analysis whatsoever, and the only portion of either cited reference identified as allegedly supporting the combination is the following boilerplate passage within Kilgore:

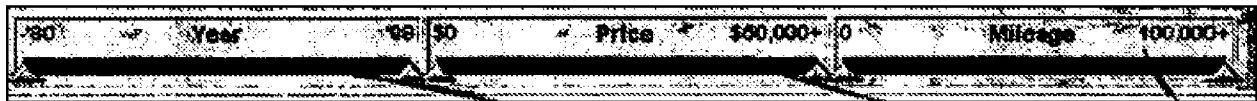
In the following description of the invention, reference is made to the accompanying drawings, which form a part hereof, and in which is shown by way of illustration a specific example in which the invention may be practiced. It is to be understood that other embodiments may be utilized and structural changes may be made without departing from the scope of the present invention.

(Kilgore, Col 2, lines 35-41)

Merely stating that a purported combination of references would have been obvious because it is “an alternative example” falls far short of the explicit analysis required by *KSR*. Since no explicit analysis is provided for the Office Actions’s conclusory statement, and there is nothing in either reference suggesting the purported combination, the Office Action’s alleged combination of Kilgore and Etheredge is, at best, the product of impermissible hindsight. Accordingly, since the Office Action provides no articulated reasoning regarding the alleged combination of Kilgore and Etheredge, the rejections under 35 U.S.C. § 103(a) should therefore be withdrawn on this basis alone.

2. Independent Claims 1, 3, 7, and 9

Furthermore, even if it is proper, which Applicants do not admit, the purported combination of Kilgore and Etheredge, does not result in the claimed invention. Independent claim 1 recites, *inter alia*, for a plurality of programming content sliders, “determining a currently set value of the slider based on a position of the slider’s draggable slide knob in between the slider’s ends,” and then, after the draggable slide knob is dragged to a new position, “determining a changed value of the first programming content slider based on the new position of the draggable slider knob in between the first slider’s ends.” Independent claims 3, 7, and 9 recite similar limitations. The Office Action alleges that Kilgore discloses these features in FIGS. 6-7 and at col. 6, line 61 to col. 7, line 21. (Office Action, pp. 7-8) In particular, the Office Action identifies Kilgore’s “slider controls” 620 (FIG. 6) and 720 (FIG. 7) as allegedly corresponding to the “programming content sliders” recited in claims 1, 3, 7, and 9. However, even assuming that Kilgore’s slider controls can be considered programming content sliders, which Applicants do not admit, Kilgore’s slider controls do not have “a currently set value,” as recited in the instant claims. Kilgore’s slider controls, shown below, are only used to define ranges of values for filtering parameters (i.e., year ranges, price ranges, mileage ranges):



(Kilgore, FIG. 6)

Thus, a slider control in Kilgore does not have a “draggable slide knob in between the slider’s ends” whose position determines “a currently set value.” Kilgore’s slider controls, at most, only define a range of values based on the positions of the slider’s ends, and do not include a draggable slide knob between the ends. Therefore, Kilgore does not teach or suggest “determining a currently set value of the slider based on a position of the slider’s draggable slide knob in between the slider’s ends,” or “determining a changed value of the first programming content slider based on the new position of the draggable slider knob in between the first slider’s ends.” Etheredge, discussed below, also does not teach or suggest “determining a currently set value” or a “changed value” for a plurality of “programming content sliders.” Accordingly,

independent claims 1, 3, 7, and 9 are not obvious over the cited references for at least these reasons.

Additionally, the Office Action characterizes Kilgore's slider controls as "content sliders." (Office Action, pp. 6-7). However, independent claims 1, 3, 7, and 9 use the term "programming content sliders," not simply "content sliders." The independent claims further recite that each of the programming content sliders "corresponds to a different aspect of programming content" and "is associated with a different set of content-related characteristics of broadcast programs." The Office Action correctly acknowledges that "Kilgore does not teach [data] associated with an electronic programming guide displaying programming content." (Office Action, p. 7). In fact, Kilgore has no relation whatsoever to broadcast programming or to electronic programming guides. Therefore, even assuming, without admitting, that Kilgore discloses "content sliders," Kilgore still does not teach or suggest "programming content sliders," each of which "corresponds to a different aspect of programming content" and "is associated with a different set of content-related characteristics of broadcast programs," as recited in claims 1, 3, 7, and 9.

Etheredge does not cure the deficiencies of Kilgore with respect to the plurality of "programming content sliders" recited in independent claims 1, 3, 7, and 9. First, Etheredge's slider 234 only selects titles based on the user's preference, and thus is not a programming content slider, as recited in claims 1, 3, 7, and 9. In fact, the Office Action does not allege that Etheredge's slider 234 is a "programming content slider" that corresponds to an "aspect of programming content" and comprises "content-related characteristics of broadcast programs," as required by claims 1, 3, 7, and 9. Rather, the Office Action only states that "[Etheredge's] draggable slide knobs are used to filter program data." (Office Action, p. 8). Further, even if Etheredge's slider 234 was a programming content slider, which it is not, Etheredge still does not teach or suggest "a plurality of programming content sliders" each corresponding to "a different aspect of programming content" and associated with "a different set of content-related characteristics," as recited in claims 1, 3, 7, and 9. Etheredge discloses a single slider only, slider 234, which can be moved to increase or decrease the number of titles displayed in the EPG based on user preferences. (Figs. 4 and 29; col. 20, line 27 to col. 21 line 37). Thus, even if Etheredge taught multiple sliders, which it does not, Etheredge still would not teach or suggest

multiple sliders corresponding to different aspects of programming content, as recited in claims 1, 3, 7, and 9.

For at least the reasons discussed above, neither Kilgore nor Etheredge, alone or in combination, teaches or suggests, “display[ing] a plurality of programming content sliders, ... wherein each of the plurality of sliders corresponds to a different aspect of programming content and wherein each of the plurality of sliders is associated with a different set of content-related characteristics of broadcast programs.” The remaining cited references (*i.e.*, Ohkura, Schein, and Gibson) fail to cure the deficiencies of Kilgore and Etheredge, because none of these references teach or suggest displaying a plurality of programming content sliders corresponding to different aspects of programming content. For example, the relied-upon portions of Schein only allow users to perform a text search for movies having a certain type, actor or actress, etc., and Schein is completely devoid of any teaching or suggestion of a programming content slider. (Col. 13, lines 15-24). Ohkura does not describe sliders at all, but only describes an entirely different user interface component in which a cursor may be moved up or down in response to a user manually depressing the up and down keys of a controller device. (Ohkura at 9:18-24; FIGS. 10(a-1) to 10(d-2)) Gibson discloses updating a higher resolution scroll bar based on change to a lower resolution scroll bar, but also does not teach or suggest “programming content sliders.” (Col. 5, line 51 – col. 6, line 2).

Therefore, independent claims 1, 3, 7, and 9 are not rendered obvious by the alleged combination of Kilgore and Etheredge, and are not rendered obvious by any possible combination of the cited references.

### 3. Dependent Claims 11, 12, 27, and 30-41

Dependent claims 11, 12, 27, and 30-41 are not obvious over the cited references for at least the same reasons as independent claims 1, 3, 7, and 9, as well as based on the additional patentable features recited therein.

For example, amended claims 31 and 36 each recite, “a genre slider with a draggable genre slide knob.” The Office Action alleges on page 9 that this feature is taught by Ohkura at FIG. 17, Area Z. To the contrary, the relied-upon portion of Ohkura only describes a cursor area operated by depressing buttons on the controller device. See FIGS. 6, 10, and 17; col. 9, lines 18-24. In this example, Ohkura describes a movable cursor 100Z that can be changed by the

arrow keys of the remote control to select a programming type. However, neither these portions nor any other portion of Ohkura teaches or even suggests “a genre slider with a draggable genre slide knob,” as recited in claims 31 and 36.

Additionally, claims 32 and 37 each recite, “an actor slider with a draggable actor slide knob,” and claims 40 and 41 each recite, “wherein the first programming content slider corresponds to a director slider with a draggable director slide knob, and wherein the director slider is associated with a set of names of directors of the broadcast programs displayed on the electronic program guide.” The Office Action correctly acknowledges on pages 10-11 that neither Kilgore nor Etheredge teaches an actor slider or director slider as claimed. However, the Office Action then alleges that Schein teaches an actor slider and director slider at col. 15, lines 31-36. Schein describes, at most, a method that allows users to perform text searches for movies that have a certain actor. (Col. 13, lines 21-24). However, entering text to perform a search is not the same or equivalent to an, “actor slider with a draggable actor slide knob,” as recited in claims 32 and 37, or “a director slider with a draggable director slide knob,” as recited in claims 40 and 41.

Additionally, amended claims 33 and 38 each recite, “updat[ing] the display of a second programming content slider to modify the associated set of content-related characteristics for the second programming content slider based on a changed value of the first programming content slider.” Claims 34 and 39 depend respectively from claims 33 and 38, and further recite updating the values of one programming content slider (an actor slider or director slider), in response to the dragging of another programming content slider (a genre slider). As discussed above, none of Kilgore, Etheredge, Ohkura, Schein, or Gibson, discloses multiple sliders corresponding to different aspects of programming content. Thus, the cited references also do not teach or suggest modifying one programming content slider based on a changed value of another programming content slider. In fact, the cited references, considered alone or in combination, are utterly devoid of any sort of interaction between multiple programming content sliders, as recited in amended claims 33, 34, 38, and 39.

Accordingly, amended claims 31-34, and 36-41 are not obvious over the cited references for at least these additional reasons.

**CONCLUSION**

Based on the foregoing, Applicants respectfully submit that the application is in condition for allowance and a Notice to that effect is earnestly solicited. Should the Examiner believe that anything further is desirable in order to place the application in even better form for allowance, the Examiner is respectfully urged to contact Applicants' undersigned representative at the below-listed number.

Respectfully submitted,  
  
BANNER & WITCOFF, LTD.

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